

Item No. 17c

# TOWN OF LAUDERDALE-BY-THE-SEA

## AGENDA ITEM REQUEST FORM

**Town Manager**

Department Submitting Request

**Esther Colon**

Dept Head's Signature

<u>Commission Meeting Dates</u>	<u>Last date to turn in to Town Clerk's Office</u>	<u>Commission Meeting Dates</u>	<u>Last date to turn in to Town Clerk's Office</u>	<u>Commission Meeting Dates</u>	<u>Last date to turn in to Town Clerk's Office</u>
<input type="checkbox"/> Nov 10, 2009	Oct. 30 (5:00 p.m.)	<input type="checkbox"/> Jan 26, 2010	Jan 15 (5:00 p.m.)	<input type="checkbox"/> March 23, 2010	Mar 12 (5:00 p.m.)
<input type="checkbox"/> Dec 1, 2009	Nov 20 (5:00 p.m.)	<input type="checkbox"/> Feb 9, 2010	Jan 29 (5:00 p.m.)	<input checked="" type="checkbox"/> April 13, 2010	April 2 (5:00p.m.)
<input type="checkbox"/> Dec 8, 2009	Nov 25 (5:00 p.m.)	<input type="checkbox"/> Feb 23, 2010	Feb 12 (5:00 p.m.)	<input type="checkbox"/> April 27, 2010	April 16 (5:00p.m.)
<input type="checkbox"/> Jan 12, 2010	Dec 31 (5:00 p.m.)	<input type="checkbox"/> Mar 4, 2010	Feb 19 (5:00p.m.)	<input type="checkbox"/> May 11, 2010	April 30 (5:00p.m.)

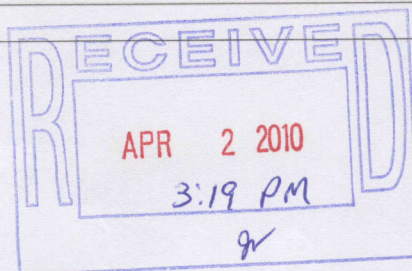
**NATURE OF  
AGENDA ITEM**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Presentation   | <input type="checkbox"/> Resolution     | <input checked="" type="checkbox"/> New Business |
| <input type="checkbox"/> Report         | <input type="checkbox"/> Ordinance      | <input type="checkbox"/> Manager's Report        |
| <input type="checkbox"/> Consent Agenda | <input type="checkbox"/> Public Hearing | <input type="checkbox"/> Attorney's Report       |
| <input type="checkbox"/> Bids           | <input type="checkbox"/> Old Business   | <input type="checkbox"/> Other                   |

**EXPLANATION:** Commission approval to proceed with RFP 10-03-02 for Realtor**STAFF RECOMMENDATION:****BOARD/COMMITTEE RECOMMENDATION:****FISCAL IMPACT AND APPROPRIATION OF FUNDS:**

- |   |  |
|---|--|
| <input type="checkbox"/> Amount \$ _____            | <input type="checkbox"/> Acct # _____  |
| <input type="checkbox"/> Transfer of funds required | <input type="checkbox"/> From Acct # _____   |
| <input type="checkbox"/> Bid                        | <input type="checkbox"/> Grant <input type="checkbox"/> Amount represents matching funds |

Town Attorney review required

☒ Yes ☐ NoTown Manager's Initials: EC





## TOWN OF LAUDERDALE-BY-THE-SEA

### REQUEST FOR PROPOSAL RFP #10-03-02

The Town is seeking a Realtor/Marketing Agent for the sale of surplus Town property located 5421-5423 Northeast 14 Avenue, Fort Lauderdale, FL 33334. The **Broward County Property Appraiser's Folio Property IDs are #494211060240 and #494211060243**. Proposals are invited from interested realtors to market and take offers on the property on behalf of the Town. This solicitation is competitive, designed to enable the Town Commission to select the best offer from the realtor best suited to market and sell the property. Selection will be made by the Town Commission and the Town reserves the right to reject any or all proposals not deemed acceptable. Selection will be primarily based on the qualifications and experience of the realtor and ability to perform quality services. Details are available in the Request for Proposal (RFP) **available from the Town Clerk**. The Town Commission is prepared to enter into a listing agreement for the properties, subject to the appropriate approval process.

Those individuals or firms interested in being considered for this project must submit five (5) duplicates and one (1) original proposal as required in the RFP prior to 2:00pm on , to the office of the Town Clerk, Town Hall, 4501 Ocean Drive, Lauderdale-By-The-Sea, Florida 33308. The proposals will be publicly opened and announced aloud shortly thereafter.





# **TOWN OF LAUDERDALE-BY-THE-SEA**

REQUEST FOR PROPOSAL  
RFP #10-03-02

FOR

REALTOR/MARKETING AGENT

Proposal to be submitted before:

\_\_\_\_\_, 2010 by 2:00pm

To the Office of the Town Clerk  
4501 Ocean Drive  
Lauderdale-By-The-Sea, FL 33308  
(954) 776-0576





## REQUEST FOR PROPOSAL

### RFP FOR REALTOR/MARKETING AGENT

The Town is seeking a Realtor/Marketing Agent for the sale of surplus Town property located at:

5421-5423 Northeast 14 Avenue, Fort Lauderdale, FL 33334. The **Broward County Property Appraisal Folio Property ID #494211060240 (The South 70 feet of Lot 1 and the North 100 Feet of Lot 2 and the North 75 Feet of the South 100 Feet of Lot 2, Block 3, together with that portion of the planting strip adjacent to and lying East of the said 70 Feet of Lot 1 and the said North 100 Feet of Lot 2 and the North 75 Feet of the South 100 Feet of Lot 2 lying East of the easterly right of way line of Northeast 14<sup>th</sup> Avenue, Coral Ridge Isles according to the map or Plat thereof, as recorded in Plat Book 45, page 47 of the Public Records of Broward County, Florida) and Broward County Property Appraiser Folio Property IDs are #494211060243 (That portion of the planting strip adjacent to and lying East of the North 75 feet of the South 100 Feet of Lot lying East of the easterly right of way line of the Northeast 14<sup>th</sup> Avenue, Coral Ridge Isles according to the map or Plat thereof, as recorded in Plat Book 45, page 47 of the Public Records of Broward County, Florida).**

Proposals are invited from interested realtors to market and take offers on the above-described property on behalf of the Town. Proposals should include a general marketing plan for the described property, which the Town will review during the selection process. The Town Commission is prepared to enter into a listing agreement for the property on terms subject to Town Commission and Town Attorney approval.

This Request for Proposal (RFP) solicitation is competitive, designed to enable the Town Commission to select the best offer from the realtor best suited to market and sell the property. Selection will be made by the Town Commission and the Town reserves the right to reject any or all proposals not deemed acceptable or not provided with sufficient detail or not in accord with this solicitation. Selection will be primarily based on the qualifications of the realtor to perform the services outlined below and based on the realtor's experience, capacity and projected quality of the services outlined below.

Individuals or firms are instructed to submit five (5) duplicates and one (1) original sealed proposal, reflecting the firm or individual's name, return address, RFP No., identification of the project and date of bid opening on the sealed envelope, prior to



2:00pm on \_\_\_\_\_, to the office of the Town Clerk, Town Hall, 4501 Ocean Drive, Lauderdale-By-The-Sea, Florida 33308. The proposals will be publicly opened and announced aloud shortly thereafter.

This RFP and all proposals submitted in response are subject to all applicable federal and state regulation and the Town Charter, Code and regulation, including without limitation, Section 2-25 of the Town Code and the Town Purchasing Manual.

#### **ANTICIPATED SERVICES AND ROLE OF REALTOR**

The realtor should have considerable experience in marketing warehouse buildings. Some anticipated responsibilities of the realtor follow. The following list should not be considered as all inclusive.

- A) Recommend the listing price of the site based on marketability and similar sales in the area.
- B) Recommend a minimum sales price for the site for the Town Commission to consider and projected timeline.
- C) Develop a detailed marketing plan for the sale of the property.
- D) Advertise the property for sale.
- E) Present offers to the Town staff with recommendation for acceptance or refusal.
- F) Provide the Town with continuous written feedback, including:
  - 1) Dates and listings of when the property was advertised.
  - 2) Listing of contacts made, either in response to specific inquiries or realtor initiated.
  - 3) Impressions as to progress of marketing effort.
  - 4) Suggestions, if any, as to how to change or improve the marketing plan.

Only written inquiries will be accepted regarding this RFP.





# **TOWN OF LAUDERDALE-BY-THE-SEA**

REQUEST FOR PROPOSAL  
RFP #10-03-02

FOR

REALTOR/MARKETING AGENT

Proposal to be submitted before:

\_\_\_\_\_, 2010 by 2:00pm

To the Office of the Town Clerk  
4501 Ocean Drive  
Lauderdale-By-The-Sea, FL 33308  
(954) 776-0576





## REQUEST FOR PROPOSAL

### RFP FOR REALTOR/MARKETING AGENT

The Town is seeking a Realtor/Marketing Agent for the sale of surplus ~~of~~ Town property located at:

5421-5423 Northeast 14 Avenue, Fort Lauderdale, FL 33334. The **Broward County Property Appraisal Folio Property ID #494211060240 (The South 70 feet of Lot 1 and the North 100 Feet of Lot 2 and the North 75 Feet of the South 100 Feet of Lot 2, Block 3, together with that portion of the planting strip adjacent to and lying East of the said 70 Feet of Lot 1 and the said North 100 Feet of Lot 2 and the North 75 Feet of the South 100 Feet of Lot 2 lying East of the easterly right of way line of Northeast 14<sup>th</sup> Avenue, Coral Ridge Isles according to the map or Plat thereof, as recorded in Plat Book 45, page 47 of the Public Records of Broward County, Florida) and Broward County Property Appraiser Folio Property IDs are #494211060243 (That portion of the planting strip adjacent to and lying East of the North 75 feet of the South 100 Feet of Lot lying East of the easterly right of way line of the Northeast 14<sup>th</sup> Avenue, Coral Ridge Isles according to the map or Plat thereof, as recorded in Plat Book 45, page 47 of the Public Records of Broward County, Florida).**

Proposals are invited from interested realtors to market and take offers on the above-described property on behalf of the Town. Proposals should include a general marketing plan for the described property, which the Town will review during the selection process. The Town Commission is prepared to enter into a listing agreement for the property on terms subject to Town Commission and Town Attorney approval.

This Request for Proposal (RFP) solicitation is competitive, designed to enable the Town Commission to select the best offer from the realtor best suited to market and sell the property. Selection will be made by the Town Commission and the Town reserves the right to reject any or all proposals not deemed acceptable or not provided with sufficient detail or not in accord with this solicitation. Selection will be primarily based on the qualifications of the realtor to perform the services outlined below and based on the realtor's experience, capacity and projected quality of the services outlined below.



~~The Town Commission is prepared to enter into a listing agreement for ( ) for the property. After the expiration listing agreement the Town Commission will review the marketing plan for the property.~~

~~Those individual/firms interested in being considered for this project~~ Individuals or firms are instructed to submit five (5) ~~copies-duplicates~~ and one (1) original ~~of their proposals, pertinent to this~~ sealed proposal, reflecting the firm or individual's name, return address, RFP No., identification of the project and date of bid opening on the sealed envelope, prior to 2:00pm on \_\_\_\_\_, to the office of the Town Clerk, Town Hall, 4501 Ocean Drive, Lauderdale-By-The-Sea, Florida ~~33308 at which time they~~ 33308. The proposals will be publicly opened and ~~read~~ announced aloud, shortly thereafter.

This RFP and all proposals submitted in response are subject to all applicable federal and state regulation and the Town Charter, Code and regulation, including without limitation, Section 2-25 of the Town Code and the Town Purchasing Manual.

#### ANTICIPATED SERVICES AND ROLE OF REALTOR

The realtor should have considerable experience in marketing ~~Warehouse Building. Responsibilities are as follows~~ warehouse buildings. Some anticipated responsibilities of the realtor follow. The following list should not be considered as all inclusive.

- A) Recommend the listing price of the site based on marketability and similar sales in the area.
- B) Recommend a minimum sales price for the site for the Town Commission to consider and projected timeline.
- C) Develop a detailed marketing plan for the sale of the property.
- D) Advertise the property for sale.
- E) Present offers to the Town staff with recommendation for acceptance or refusal.
- F) Provide the Town with ~~a status report listing~~ continuous written feedback, including:
  - 1) ~~Date~~ Dates and ~~listing~~ listings of when the property was advertised.
  - 2) Listing of contacts made, either in response to specific inquiries or realtor initiated.
  - 3) ~~Impression~~ Impressions as to progress of marketing effort.
  - 4) Suggestions, if any, as to how to change or improve the marketing plan.

Only written inquiries will be accepted regarding this RFP.



Document comparison done by DeltaView on Thursday, April 01, 2010 11:02:19 AM

Input:	
Document 1	file://U:/Monique/RFP FOR REALTOR.doc
Document 2	file://U:/Monique/RFP FOR REALTOR (Revised).doc
Rendering set	Standard

Legend:	
<u>Insertion</u>	
<del>Deletion</del>	
<u>Moved from</u>	
<u>Moved to</u>	
Style change	
Format change	
<del>Moved deletion</del>	
Inserted cell	
Deleted cell	
Moved cell	
Split/Merged cell	
Padding cell	

Statistics:		
	Count	
Insertions		22
Deletions		13
Moved from		1
Moved to		1
Style change		0
Format changed		0
Total changes		37